

BEFORE THE  
POSTAL REGULATORY COMMISSION  
WASHINGTON, D.C. 20268-0001

TRANSFERRING SELECTED POST OFFICE BOX  
SERVICE LOCATIONS TO THE COMPETITIVE  
PRODUCT LIST

Docket No. MC2011-25

NOTICE OF THE UNITED STATES POSTAL SERVICE  
OF FILING OF USPS-MC2011-25/NP1  
(June 13, 2011)

The United States Postal Service hereby gives notice of filing of the material indicated below as part of the **Non-Public Annex** in this proceeding:

**USPS-MC2011-25/NP1**      **Nonpublic Material Provided in Response to  
Chairman's Information Request No. 1,  
Question 3**

This material provides an unredacted version of the response to Question 3 of Chairman's Information Request No. 1, along with the data file cited in the response. The redacted information and the attached data file constitute material commercially sensitive information regarding the customer base for Post Office Box service. An application for non-public treatment is attached.

Respectfully submitted,

UNITED STATES POSTAL SERVICE

By its attorneys:

Nabeel R. Cheema

David H. Rubin

475 L'Enfant Plaza West, S.W.  
Washington, D.C. 20260-1137  
(202) 268-7178, Fax -5402  
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**APPLICATION OF THE UNITED STATES POSTAL SERVICE  
FOR NON-PUBLIC TREATMENT OF MATERIALS**

In accordance with 39 C.F.R. § 3007.21 and Order No. 225,<sup>1</sup> the Postal Service hereby applies for non-public treatment of certain materials provided in response to Question 3 of Chairman's Information Request No. 1 in Docket No. MC2011-25. The materials are the results of a data-mining study of current PO Box service customers. A redacted version of the response to Question 3 is included in the public version of the Postal Service's response to Chairman's Information Request No. 1.

The Postal Service hereby furnishes the justification required for this application by 39. C.F.R. § 3007.21(c), as enumerated below. For the reasons discussed, the Postal Service asks that the Commission grant its application for non-public treatment of the identified materials.

**(1) The rationale for claiming that the materials are non-public, including the specific statutory basis for the claim, and a statement justifying application of the provision(s);**

The materials designated as non-public consist of information of a commercial nature, which under good business practice would not be publicly disclosed. In the Postal Service's opinion, this information would be exempt from mandatory disclosure pursuant to 39 U.S.C. § 410(c)(2) and 5 U.S.C. § 552(b)(4). The Commission may determine the appropriate level of confidentiality to be afforded to such information after weighing the nature and extent of the likely commercial injury to the Postal Service against the public interest in maintaining the financial transparency of a government

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<sup>1</sup> Docket No. 2008-1 (June 19, 2009).

establishment competing in commercial markets.<sup>2</sup> Because the portions of the materials which the Postal Service is applying to file only under seal fall within the scope of information not required to be publicly disclosed, the Postal Service asks the Commission to support its determination that these materials are exempt from public disclosure and grant its application for their non-public treatment.

**(2) Identification, including name, phone number, and email address for any third-party who is known to have a proprietary interest in the materials, or if such an identification is sensitive, contact information for a Postal Service employee who shall provide notice to that third party;**

None.

**(3) A description of the materials claimed to be non-public in a manner that, without revealing the materials at issue, would allow a person to thoroughly evaluate the basis for the claim that they are non-public;**

As noted above, the materials are the results of a data-mining study of PO Box service customers. The Postal Service conducted the data-mining study in 2010. The purpose of the study was to compile demographic information regarding individual customers of PO Box service and firmographic information regarding business customers of PO Box service.

**(4) Particular identification of the nature and extent of commercial harm alleged and the likelihood of such harm;**

The data-mining study results include specific demographic and firmographic information regarding PO Box service customers. If this information were made public, the Postal Service's competitors in the private mailbox service provider (PMB) industry

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<sup>2</sup> 39 U.S.C. § 504(g)(3)(A). The Commission has indicated that "likely commercial injury" should be construed broadly to encompass other types of injury, such as harms to privacy, deliberative process, or law enforcement interests. Order No. 194, Docket No. RM2008-1 (Mar. 20, 2009), at 11.

would take advantage of the information to more effectively identify and market to the types of customers likely to purchase mailbox services.

**(5) At least one specific hypothetical, illustrative example of each alleged harm;**

Identified harm: Public disclosure of the data-mining study results would be used by competitors to the detriment of the Postal Service.

Hypothetical: A PMB obtains the data-mining study results. It analyzes the results to better understand who the Postal Service's PO Box service customers are and where they live. Because PO Box service customers are potential customers for the PMB, the PMB uses the information to more effectively target and market its services to potential customers. This results in the Postal Service losing current PO Box service customers to the PMB.

**(6) The extent of protection from public disclosure deemed to be necessary;**

The Postal Service maintains that the materials filed non-publicly should be withheld from persons involved in competitive decision-making for PMBs, as well as their consultants, attorneys, and associated trade groups.

**(7) The length of time deemed necessary for the non-public materials to be protected from public disclosure with justification thereof; and**

The Commission's regulations provide that non-public materials shall lose non-public status ten years after the date of filing with the Commission, unless the Commission or its authorized representative enters an order extending the duration of that status.<sup>3</sup>

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<sup>3</sup> 39 C.F.R. § 3007.30.

**(8) Any other factors or reasons relevant to support the application.**

None.